

**Dienger, Whitney**

# 08541 Chabot

**From:** Jacobs, Sarah  
**Sent:** Thursday, November 01, 2012 2:34 PM  
**To:** Dienger, Whitney  
**Subject:** FW: Chabot Mkgd WKRC

---

**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]  
**Sent:** Thursday, November 01, 2012 2:33 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Chabot Mkgd WKRC

ok

---

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, November 01, 2012 2:32 PM  
**To:** Whitney Eversole  
**Subject:** Chabot Mkgd WKRC

N/A 1x Sunday 9-930am at \$450 on 11/4.  
Mkgd 1x Mon 11/5 8-9am at \$450 P2

✓ ✓ ✓ ✓

Please confirm.

Thanks

SAJ

**Sarah Jacobs**  
Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

11/1/2012

## ORDER



**Orders**  
**Order / Rev:** 68541  
**Alt Order #:**  
**Product Desc:** 3096 oh cd1  
**Estimate:** 3096  
**Flight Dates:** 10/28/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 11/01/12  
**Order Type:** GENERAL

Local 12 WKRC-TV  
 LSM LSM  
 CVG  
 Local

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
**Name:** Chabot for Congress  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

New Business Thru:  
 Order Separation: 00:10:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/28/12 | 4       | \$2,300.00   | \$1,955.00  |
| 10/29/12   | 11/06/12 | 50      | \$28,925.00  | \$24,586.25 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 4         | \$2,300.00         | \$1,955.00         | 0.00        |
| November 2012 | 50        | \$28,925.00        | \$24,586.25        | 0.00        |
| <b>Totals</b> | <b>54</b> | <b>\$31,225.00</b> | <b>\$26,541.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| LSM LSM           |              |              | Start Of Order - End Of Order | 100%    |

| Order Share      | Share | Total       |
|------------------|-------|-------------|
| Local 12 WKRC-TV | 40%   | \$31,225.00 |
| Market           | 100%  | \$78,062.50 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| EKRC              | 0%    | \$0.00      |
| UNKWN             | 60%   | \$46,837.50 |
| WCPO              | 0%    | \$0.00      |
| WLWT              | 0%    | \$0.00      |
| WSTR              | 0%    | \$0.00      |
| WXIX              | 0%    | \$0.00      |

| Ln  | Ch   | Start    | End      | Inventory Code          | Break | Start/End Time  | Days    | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|---|------|----------|----------|-------------------------|-------|-----------------|---------|-----|-------|----------|-----|------|------|-------|------------|
| N 1   | WKRC | 10/29/12 | 11/06/12 | 5a Good Morn Cincinnati | CM    | 5:30 AM-6:00 AM | 11111-- | :30 | 5     | \$250.00 | P-3 | 0.00 | NM   | 7     | \$1,750.00 |
| 5a Good Morn Cincinnati<br>Week: 10/29/12 11/04/12 11111--<br>Week: 11/05/12 11/11/12 11----- |      |          |          |                         |       |                 |         |     |       |          |     |      |      |       |            |
| N 2   | WKRC | 10/29/12 | 11/06/12 | 6a Good Morn Cincinnati | CM    | 6:00 AM-6:30 AM | 11111-- | :30 | 5     | \$325.00 | P-3 | 0.00 | NM   | 7     | \$2,275.00 |
| 6a Good Morn Cincinnati<br>Week: 10/29/12 11/04/12 11111--<br>Week: 11/05/12 11/11/12 11----- |      |          |          |                         |       |                 |         |     |       |          |     |      |      |       |            |
| N 3   | WKRC | 10/29/12 | 11/06/12 | 6a Good Morn Cincinnati | CM    | 6:30 AM-7:00 AM | 11111-- | :30 | 5     | \$325.00 | P-3 | 0.00 | NM   | 7     | \$2,275.00 |



